

# MAKE OUR STORE HEADQUARTERS

During The Fair December 5th to 9th

LOW PRICES PLAY AN IMPORTANT PART IN OUR FAIR WEEK DISPLAY.

All Departments Can Supply Every Christmas Need

## Fair Week Specials in Sweaters

For Ladies and Misses in Coat, Slip-Over and Tuxedos.

One lot \$3.75 values, special	\$2.95
One lot \$5.95 values, special	\$3.95
One lot \$8.95 values, special	\$6.95

## Knit Goods For the Little Folks

Baby Hoods and Tams, Sacques, Tuxedos, Sweaters and Sweater Suits in a great variety of designs.

### Splendid Values in Furs

We are showing one of the best collection of Furs ever shown in Palatka in Chokers and larger pieces. Prices from \$15 to \$65. One lot of Marabouts, your choice for \$4.75

## COAT SPECIALS THIS WEEK

Values up to \$18; this week	\$12.45
Values up to \$24; this week	\$17.45
Values up to \$32; this week	\$22.45
Others priced from	\$35 to \$65.

## Coat Suit Specials

The smartest and newest in Coat Suits can be found here.

Suits priced up to \$25; now	\$18.45
Suits priced up to \$32; now	\$23.45
Others ranging in price from	\$35 to \$125.

## Silk Hosiery

Silk Hose in black, cord, grays, beige and white at \$1.00

Other qualities priced from

**\$1.25 up**

AS an article of correct dress, fine hosiery is one of the essentials. **Wayne Knit** Hose are made of the finest materials in many styles and colors. An inspection of this superior brand will prove its wonderful value.

Ladies', Misses' and Children's bath robes in a variety of patterns moderately priced.



## Waists For All

\$5.75 value, this week at

**\$4.45**

\$9.75 values; this week at

**\$6.45**

These blouses are in a variety of styles.

## Silk Underwear

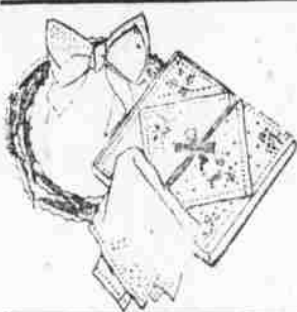
A beautiful collection of Stepins, Teddies, Gowns, Camisoles in crepe, satin, pussy willow in white, flesh and pink, also a complete line of Keyser silk underwear.

Just received a new shipment of Philippine underwear, made up in Gowns, Teddies and Stepins, priced from \$3.75 to \$6.75.



## ART DEPARTMENT

You can find the gift you want in this department. All the new things in Royal Society materials in a variety of designs. A complete line of threads and wool yarns.



## Hankerchiefs

New arrivals in handkerchiefs for the holiday trade. Some exquisite designs, priced from 10 cents up.

## Fancy and Plain Aprons

Suitable for gifts. Lovely tints in effective, Frenchy combinations. Artistically trimmed. No hooks, buttons or clasps.

## Wool Scarfs

In individual boxes in attractive patterns. Special this week at \$2.95

## DRESSES

Every woman is dressing up for the holidays. We have searched the markets for dresses of desirability and we offer to the Palatka and Putnam county public desirable merchandise that is less than present market prices warrant. Dresses—

Selling up to \$8; now	\$5.45
Selling up to \$16; now	\$9.45
Selling up to \$22; now	\$15.45
Selling up to \$32; now	\$22.45

An amazing array of charming models selling from \$32.75 to \$75.00.



An early purchase makes it possible for us to save you money on Blankets, Comforts and Bed Spreads.

## ORNAMENTS

Tassels in silk and bead, buckles, girdles and many other trimmings that add so much to the dress. We have just received some very pretty new things in this department.

## LADIES NECKWEAR

In the past few days we have received some very pretty things in Ladies' Collars. See this line before leaving the store.

## KIMONAS

You can find among this varied stock of kimonas many that would make a handsome and serviceable Christmas gift. They are made up in crepes and silks.

## Silks and Woolen Piece Goods

During this week visit our counter of Silk Specials. The new things in silk materials are here in all the wanted shades.

In wool goods a complete showing of Tricotines, Poirer Twill, Serges, Velours, Broadcloth and Suitings.

36-inch Corduroy in shades for coats and children's suits at \$1 per yard.



It Will Pay You to Visit This Store Every Day. It Will Help to Make Your Holiday Shopping An Easy Matter

# EARNEST COMPANY

CLOSES 6 P. M.

SATURDAY, 10 P. M.

STORE OPENS 8:30 A. M.